

# Club Benson Hedges Bar Night Materials

	Quantity	Cost	Total Cost	Event Start Date	Creative (in weeks)	Production Time (in weeks)	In-Market (in weeks)	Creative Start Date	Art/Keyline Due Date	PO Processing Date
<b>Publicity Materials</b>										
Press Kit Covers	3,600	\$ 6.42	\$ 23,112.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Envelopes 10 x 13	5,000	\$ 0.67	\$ 3,350.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Envelopes #10	2,000	\$ 1.68	\$ 3,360.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Letterhead	95,600	\$ 0.17	\$ 16,252.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Letterhead w/o PR address	1,500	\$ 0.20	\$ 300.00							
Blank Sheets	40,000	\$ 0.08	\$ 3,200.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Repeat Banners	10	\$ 298.00	\$ 2,980.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Logo Sheets	200	\$ 0.15	\$ 30.00	5/15/97	4	4	5/1/97	Completed	Completed	Completed
Photo Credentials	500	\$ 0.50	\$ 250.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Media Credentials	1,000	\$ 0.50	\$ 500.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Leather Passport Portfolio	350	\$ 19.50	\$ 6,825.00	5/15/97	4	4	5/1/97	3/13/97	3/13/97	3/13/97
<b>For Clubs &amp; Concert</b>										
Credentials - Staff	1,500	\$ 0.50	\$ 750.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Credentials-VIP	2,500	\$ 0.50	\$ 1,250.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Credentials-Artist	1,500	\$ 0.50	\$ 750.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Gold Pen	1,152	\$ 1.75	\$ 2,016.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached
Artist Towels	2,000	\$ 2.50	\$ 5,000.00	5/15/97	4	4	5/1/97	See attached	See attached	See attached

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		Start	Finish							
		Date	Date							
<u>Market Group #1</u>										
New Orleans		5/15/97	6/1/97							
Atlanta		5/15/97	6/1/97							
Washington, DC		5/15/97	6/1/97							
<u>Market Group #2</u>										
Dallas		6/19/97	7/6/97							
Houston		6/19/97	7/6/97							
Los Angeles		6/19/97	7/6/97							
<u>Market Group #3</u>										
Chicago		7/25/96	8/10/97							
Detroit		7/25/96	8/10/97							
St. Louis		7/25/96	8/10/97							

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